



synovate

Research reinvented

Summary of Community Feedback on *Water Forever: Directions for Our Water Future*

- Prepared For: Water Corporation
- Prepared By: Synovate
- Date: May 2009

water forever



Approach

A three stage community survey was used to measure community reactions to *Water Forever: Directions for Our Water Future* draft plan.

The aim was to quantify support for the Water Forever plan, which involved the following objectives:

- Evaluate the effect to which the plan promotes the desired outcomes with each audience;
- Determine the level of community support for the proposed commitments and timeframes outlined in the Water Forever plan;
- Confirm feedback received in focus groups was representative of the wider community.

Stage 1 – Recruit

600 members of the general public were invited to give their feedback on Water Forever.

Stage 2 – Inform

All 600 invited participants were sent a Water Forever brochure providing an outline of the plan and proposed initiatives.

Stage 3 – Feedback

400 people who read the Water Forever brochure were interviewed to understand their reactions to the proposed plan.

Summary of Key Findings

Feedback from the community revolves around four key themes:

Level of support for the plan 92%

- There is a HIGH level of community support for Water Forever.
 - 92% of the community are in favour of the draft plan
 - There are no aspects of the draft plan that pose a serious concern to the community

Community engagement with initiatives

- Aspects of the plan that do not require action from individuals receive the highest level of support.
 - 'Water recycling' is considered the most important part of the draft plan, yet this set of initiatives requires no action from the individual
 - Initiatives that relate to reducing industry and business water use are seen as the most important. This echoes previous research where industrial water use has been a priority issue for the community

Confidence the plan will be successful 89%

- Confidence that the plan will be successful is high at 89%.
 - The community are also confident water saving, recycling and water sourcing goals will be achieved.

Areas of concern

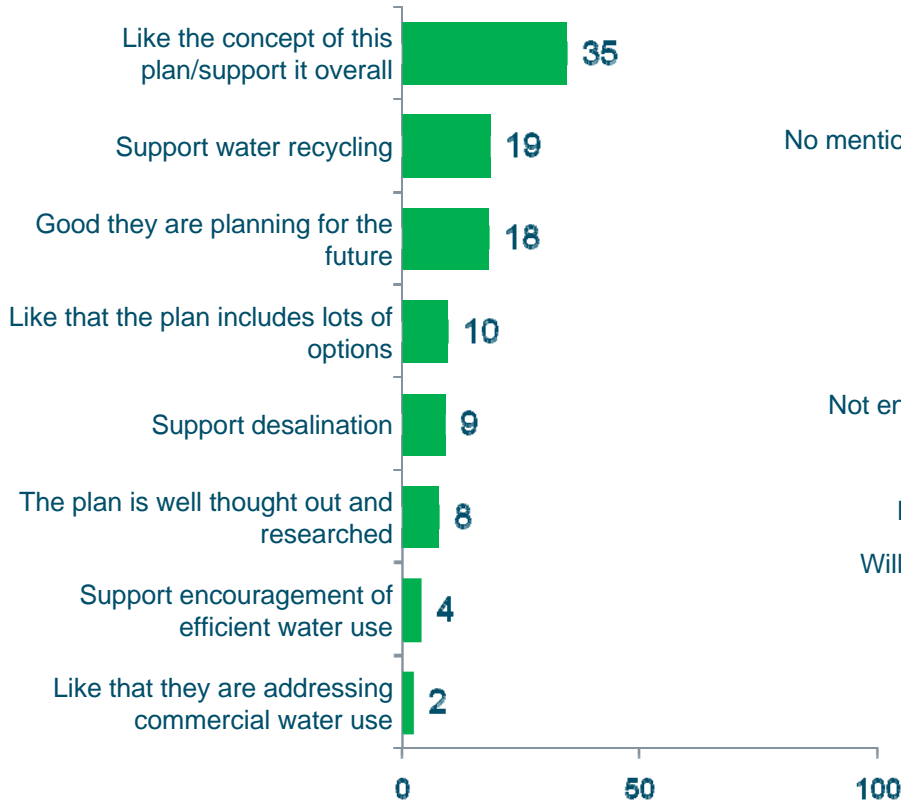
- While no aspects of the plan pose a significant concern to the community, feedback indicates that pockets of discomfort exist in relation to:
 - Potential price rises
 - Desalination
 - Increased use of groundwater as a water source
 - Recycled drinking water

Overall Level of Support for Water Forever

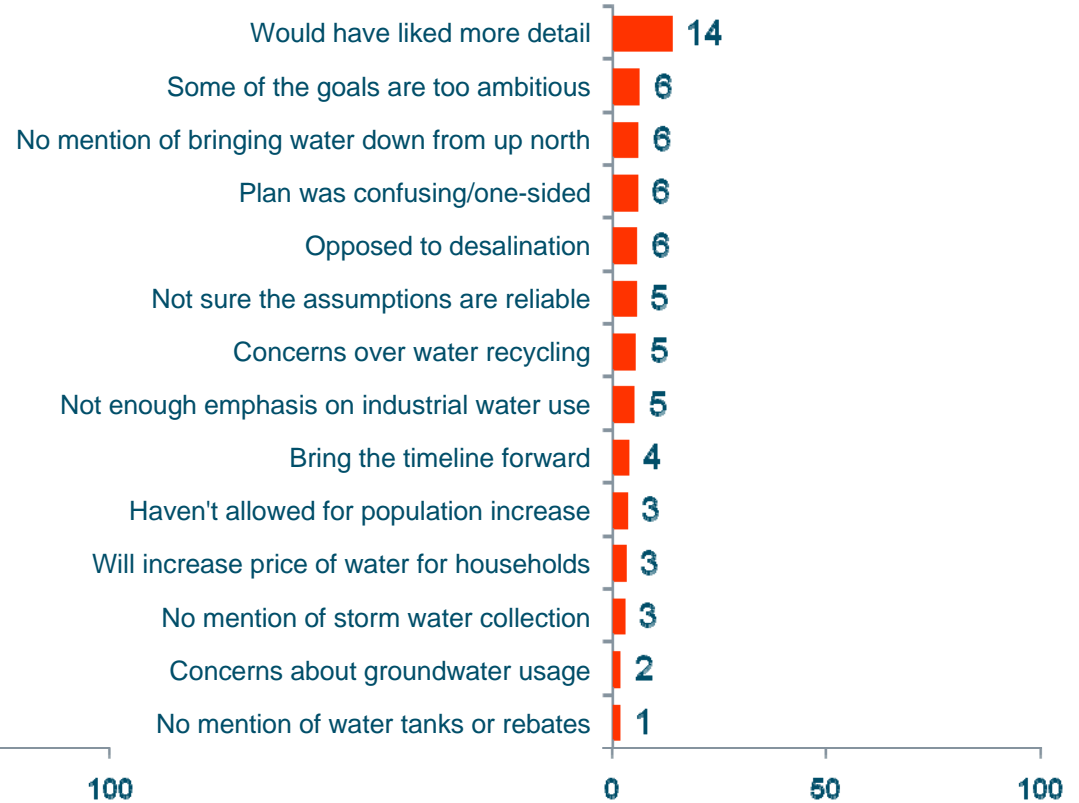
First impressions of the plan are favourable with many commending the Water Corporation for planning for long term needs

Beyond general liking, the community is supportive of water recycling and the future focus of the plan. Negative reactions are minimal, with some of the community desiring more information on some parts of the plan.

Likes



Dislikes

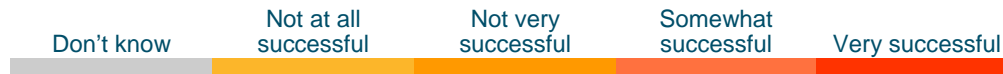


% of general public

n=399

Q. What are your initial reactions to this draft plan?

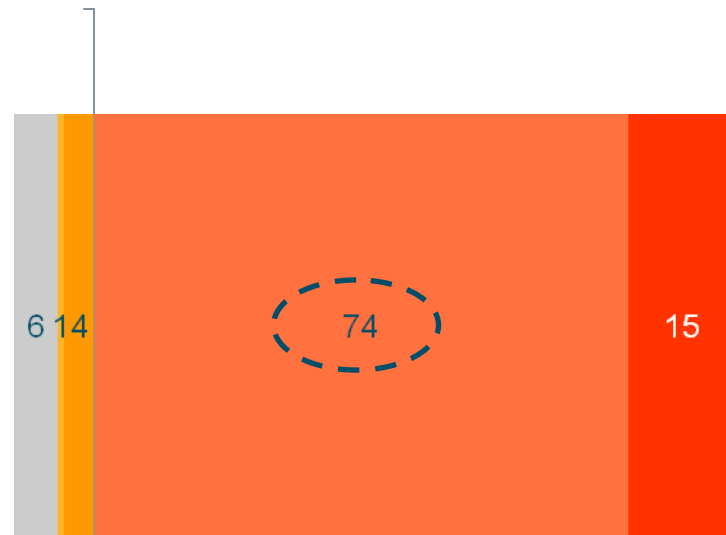
The community generally feels the plan will be successful in delivering sustainable water and wastewater services



% Successful

“The Water Forever plan aims to deliver sustainable water and wastewater services for Perth and surrounds for the next 50 years...”

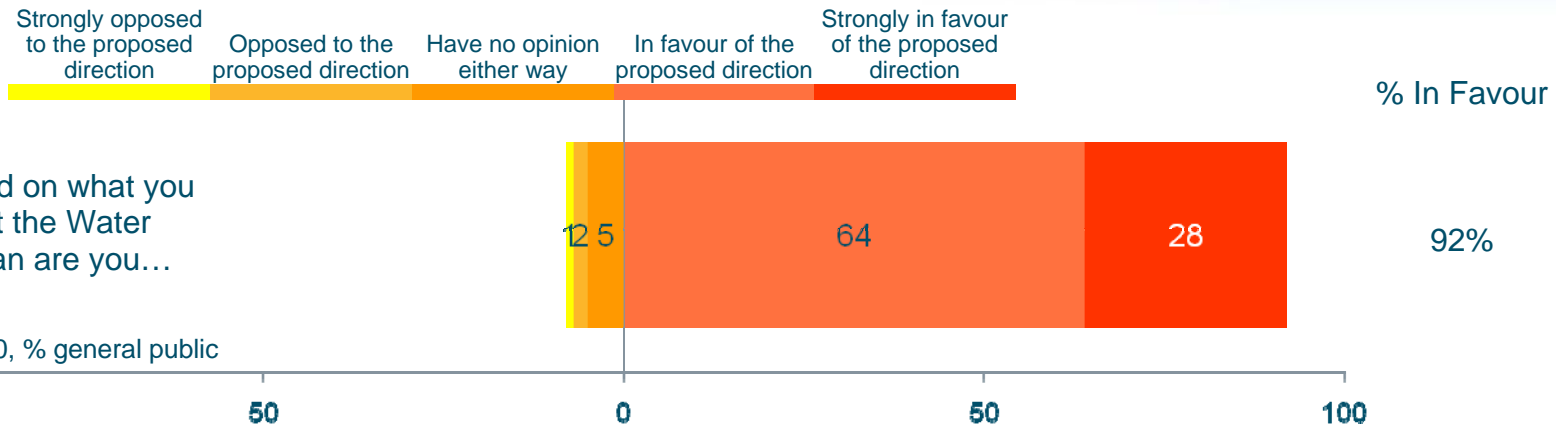
Based on what you have read about the Water Forever draft plan, how successful do you think it will be in achieving this goal?



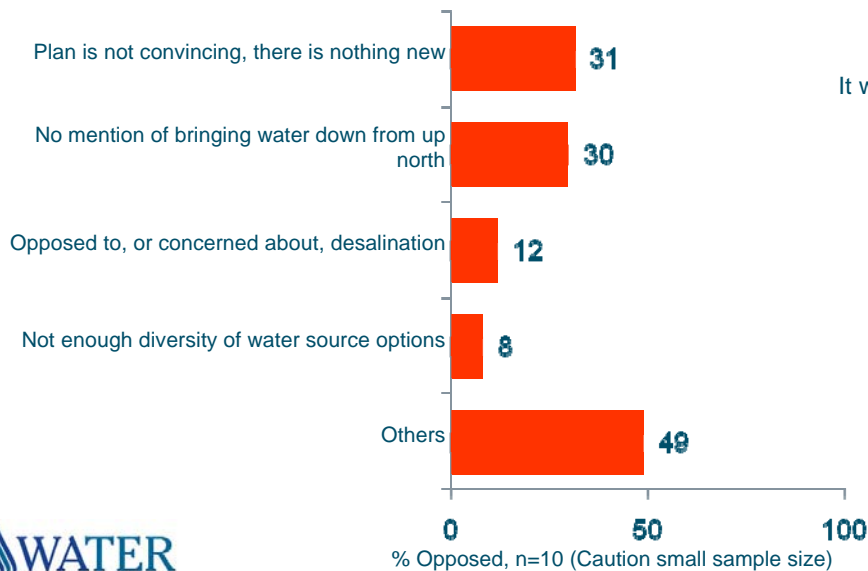
89%



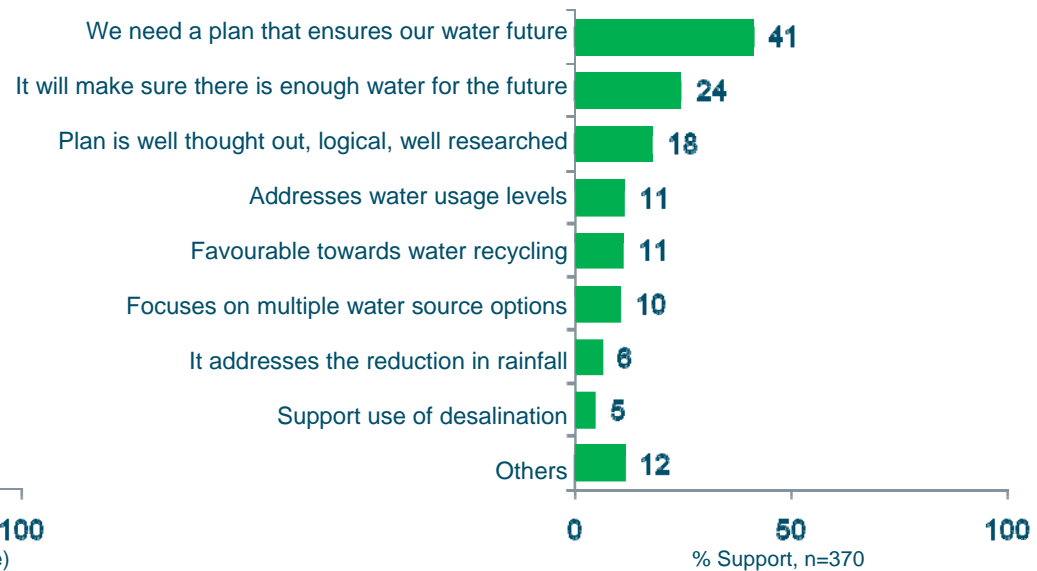
Support for the Water Forever plan is high due to recognition there is a need to plan for Perth's water future



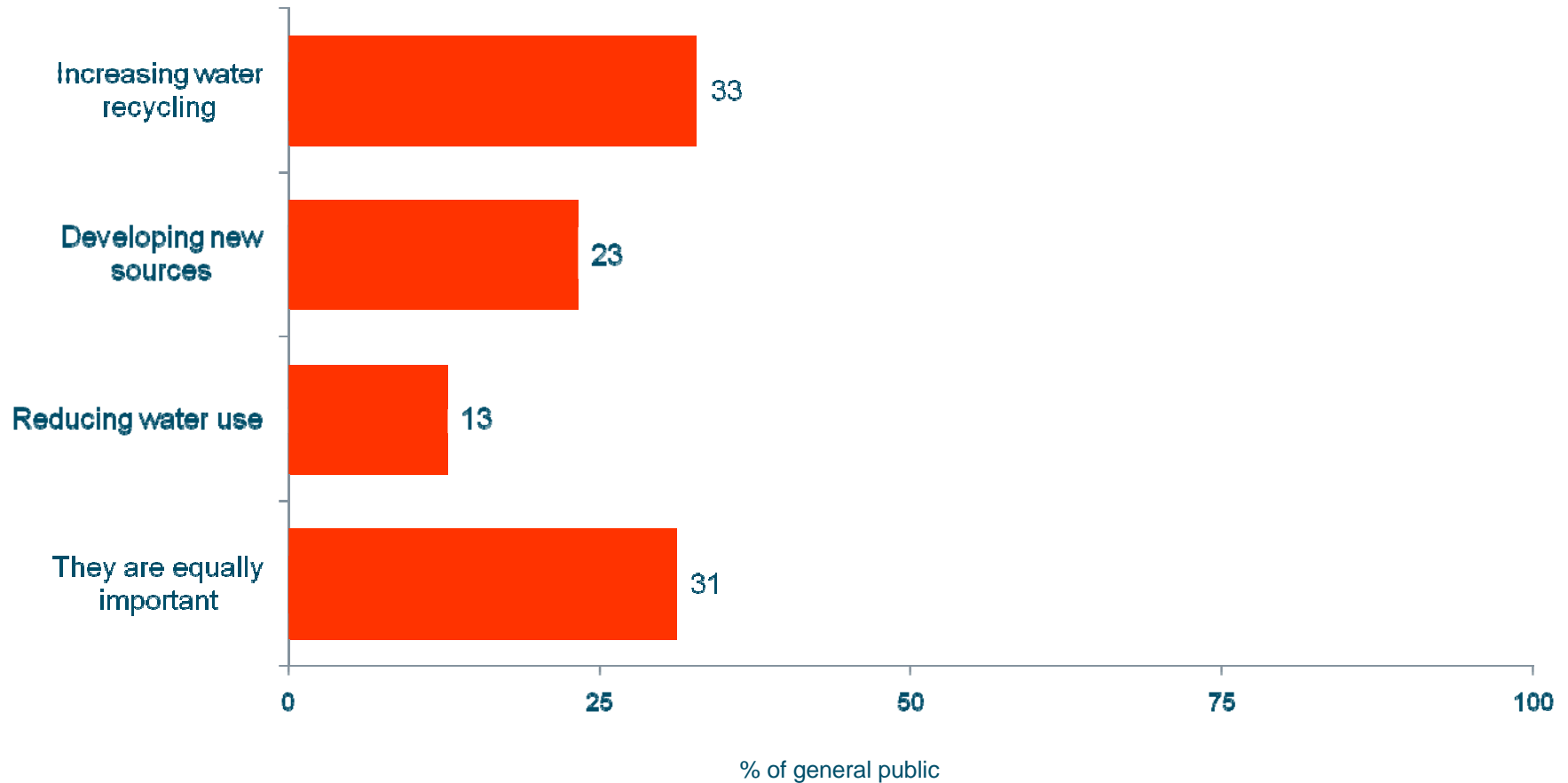
Oppose



Support



Water recycling initiatives are seen as the most important for ensuring Perth becomes climate resilient



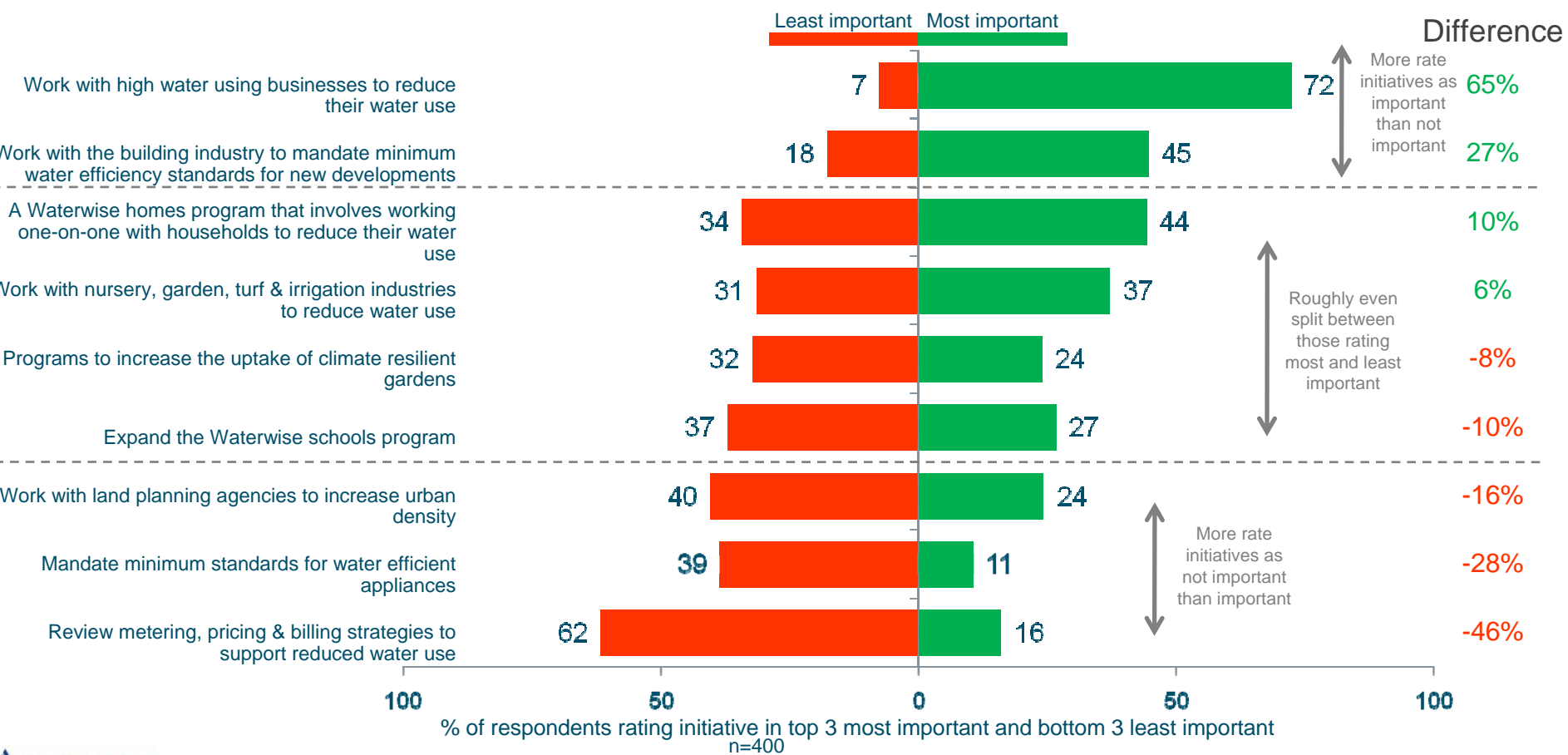
n=397

Q. Which of these do you think is the most important to ensure Perth becomes 'climate resilient'?

Reactions to Reducing Water Use

The community believes reducing industrial water use is key to reducing Perth's water use

Working with high water using businesses to reduce their water use is clearly considered the most important initiative. Opinions are split on the importance of reducing household water use through direct intervention with households.

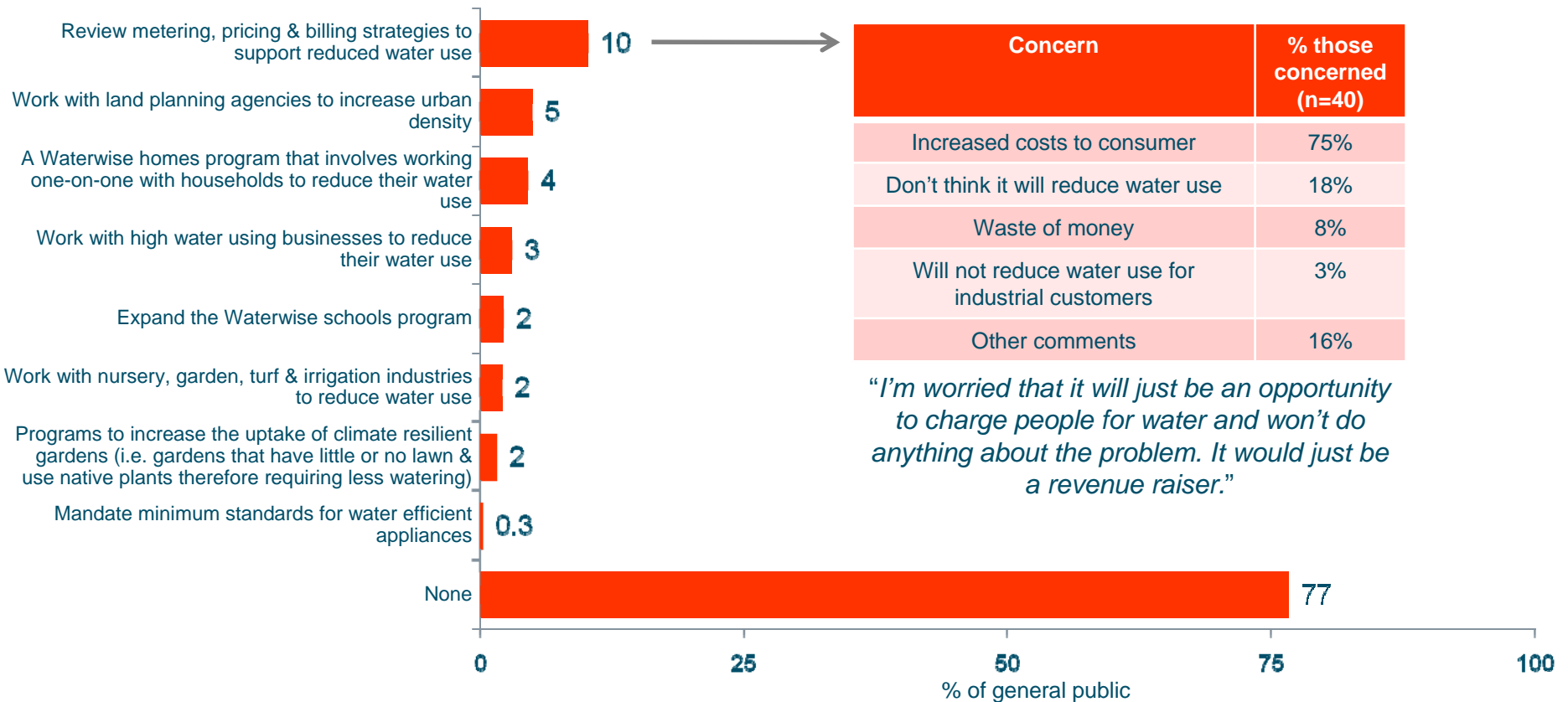


Q. Which of the following initiatives do you think are the most important to reduce Perth's water use? Which initiatives do you think are the least important to reduce Perth's water use?



There is little community concern with initiatives aimed at reducing water use

A small proportion of the community is concerned about reviewing pricing and billing strategies due to an assumption this will result in higher prices.

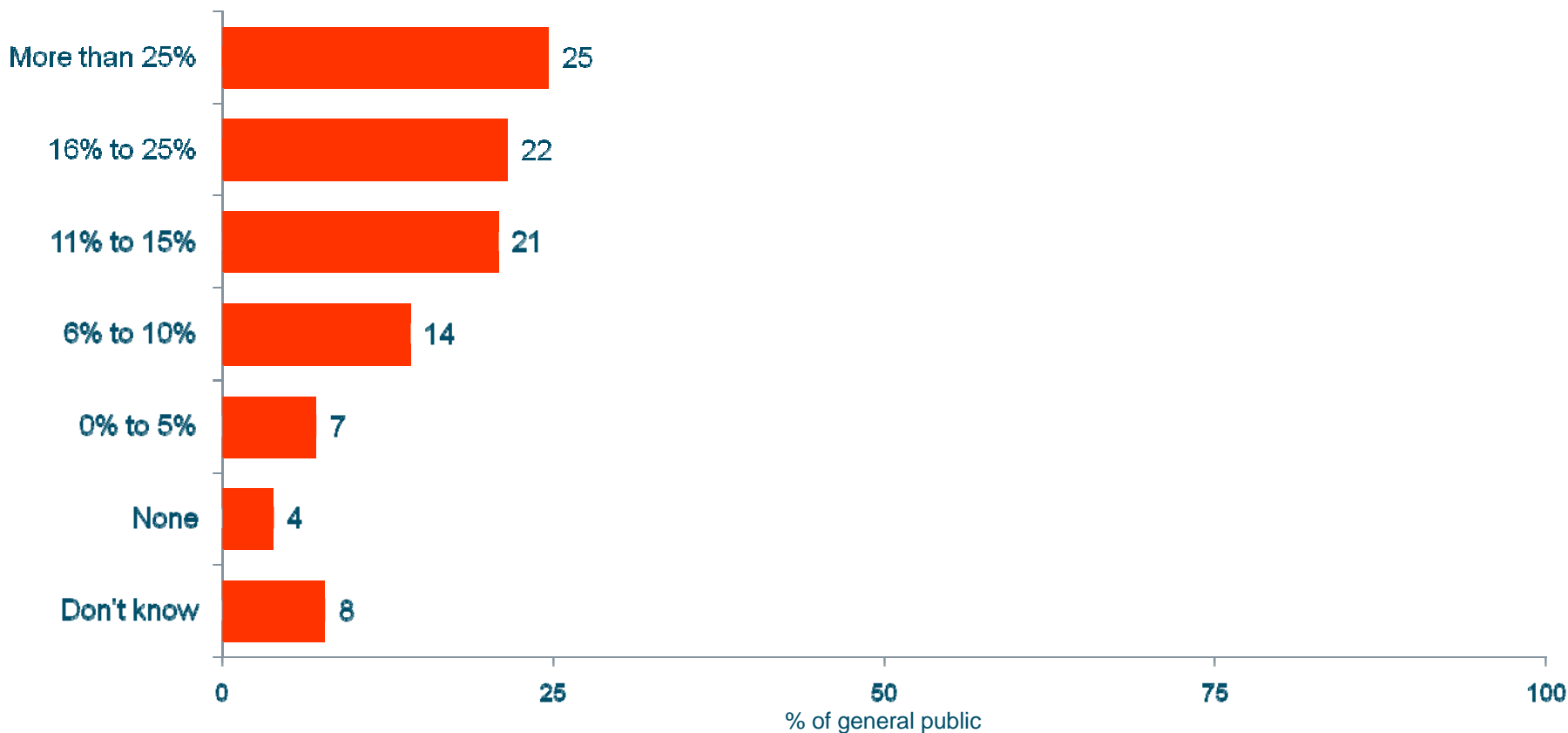


n=400

Q. Do you have any concerns with any of the initiatives outlined in this section of the plan?

Most people in the community feel they will personally reduce their water use by 15% before 2030

Potentially we are seeing an overstatement of individuals' ability to save water due to lack of recognition of the extent of behaviour change required to achieve this level of water saving. This is supported by focus group feedback in the initial review of Water Forever.

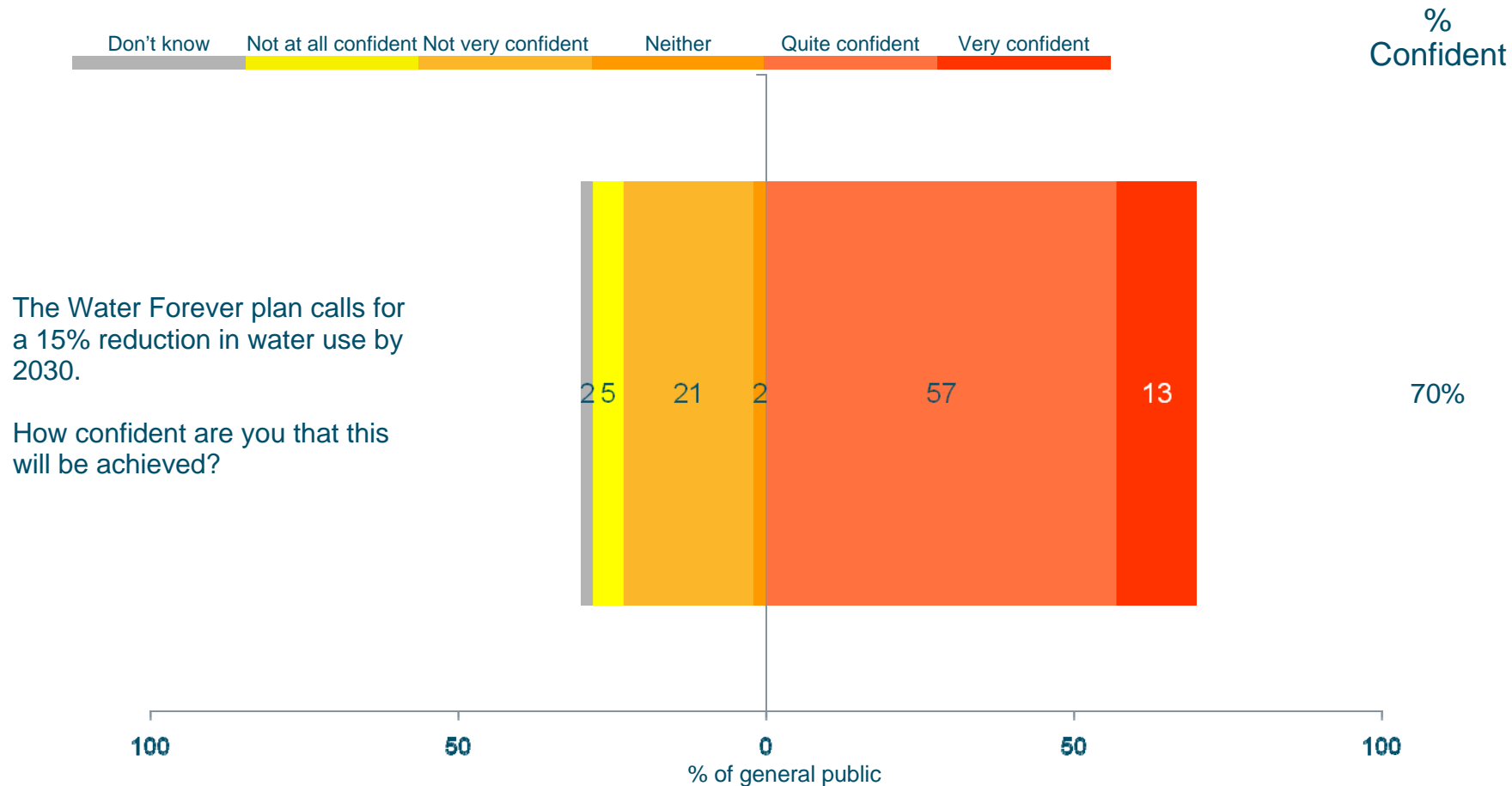


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Q. With the help of the Water Corporation, how much water do you think you could save in your home by 2030?

The community is confident that water use will be reduced by 15% by 2030

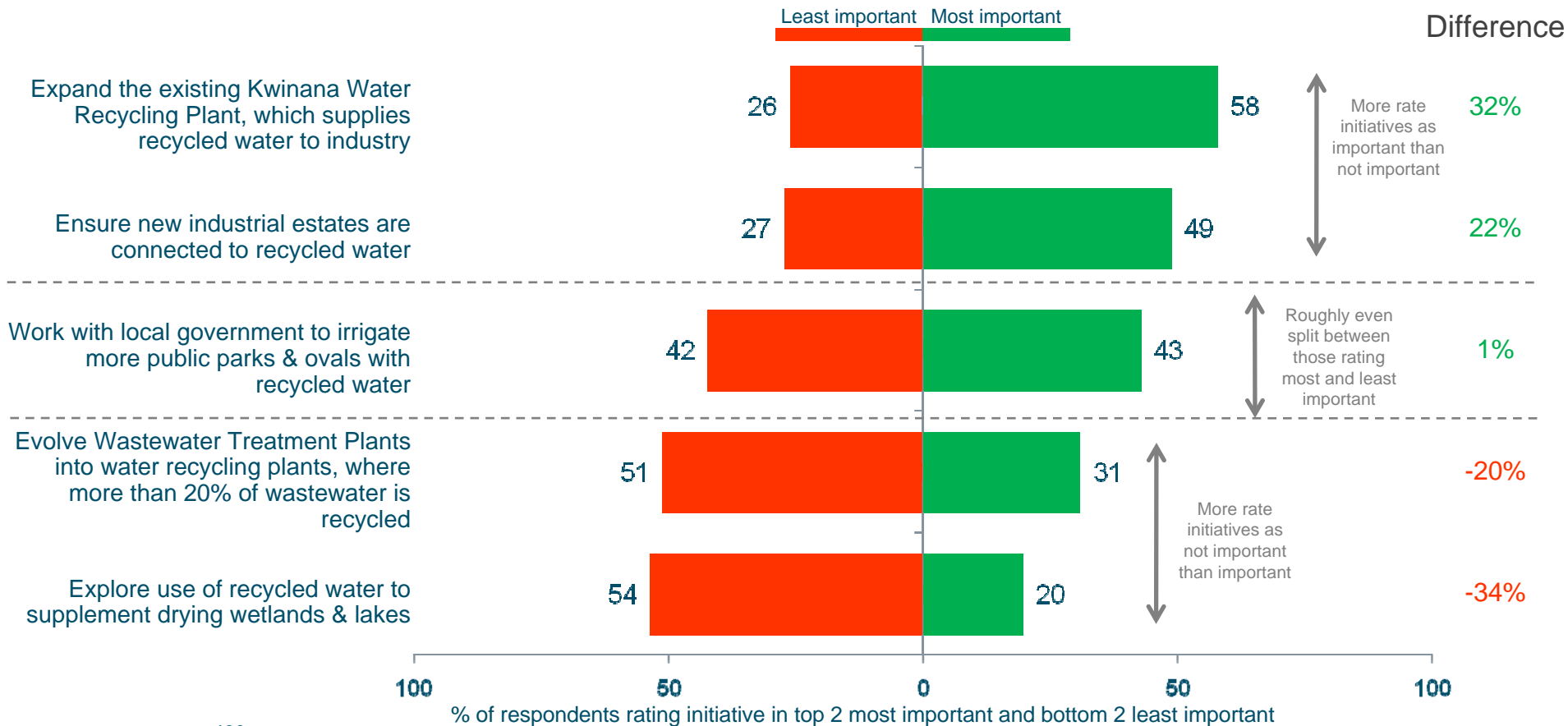
Most are 'quite confident' as opposed to 'very confident' that targets can be reached suggesting some people require more information on how goals will be achieved.



Reactions to Water Recycling

Again initiatives aimed at industrial water use are considered the most important

Evolving Wastewater Treatment Plants into recycling plants and using recycled water to supplement wetlands are considered the least important initiatives.

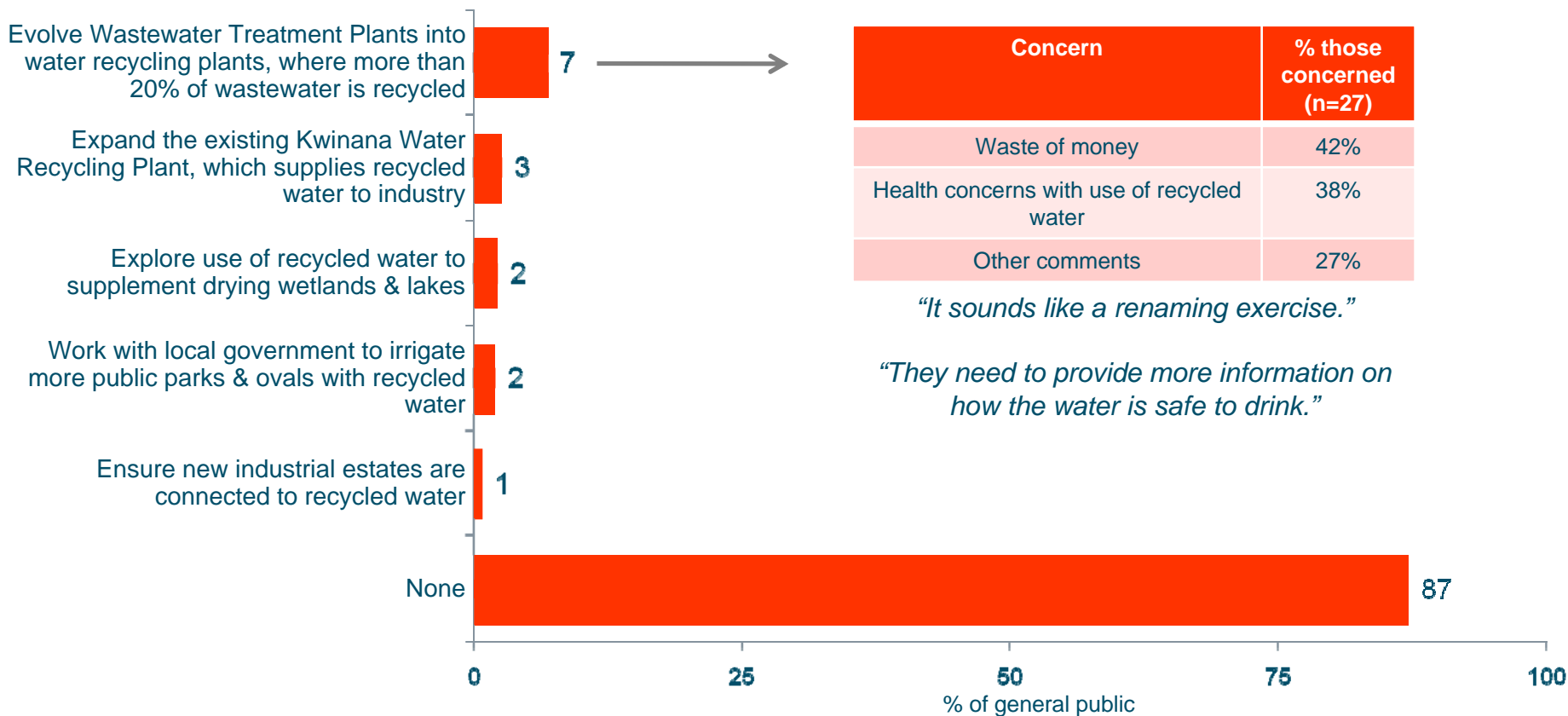


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Q. Which of the following initiatives do you think are the most important to ensure Perth's water supply is climate resilient? Which initiatives do you think are the least important to ensure Perth's water supply is climate resilient?

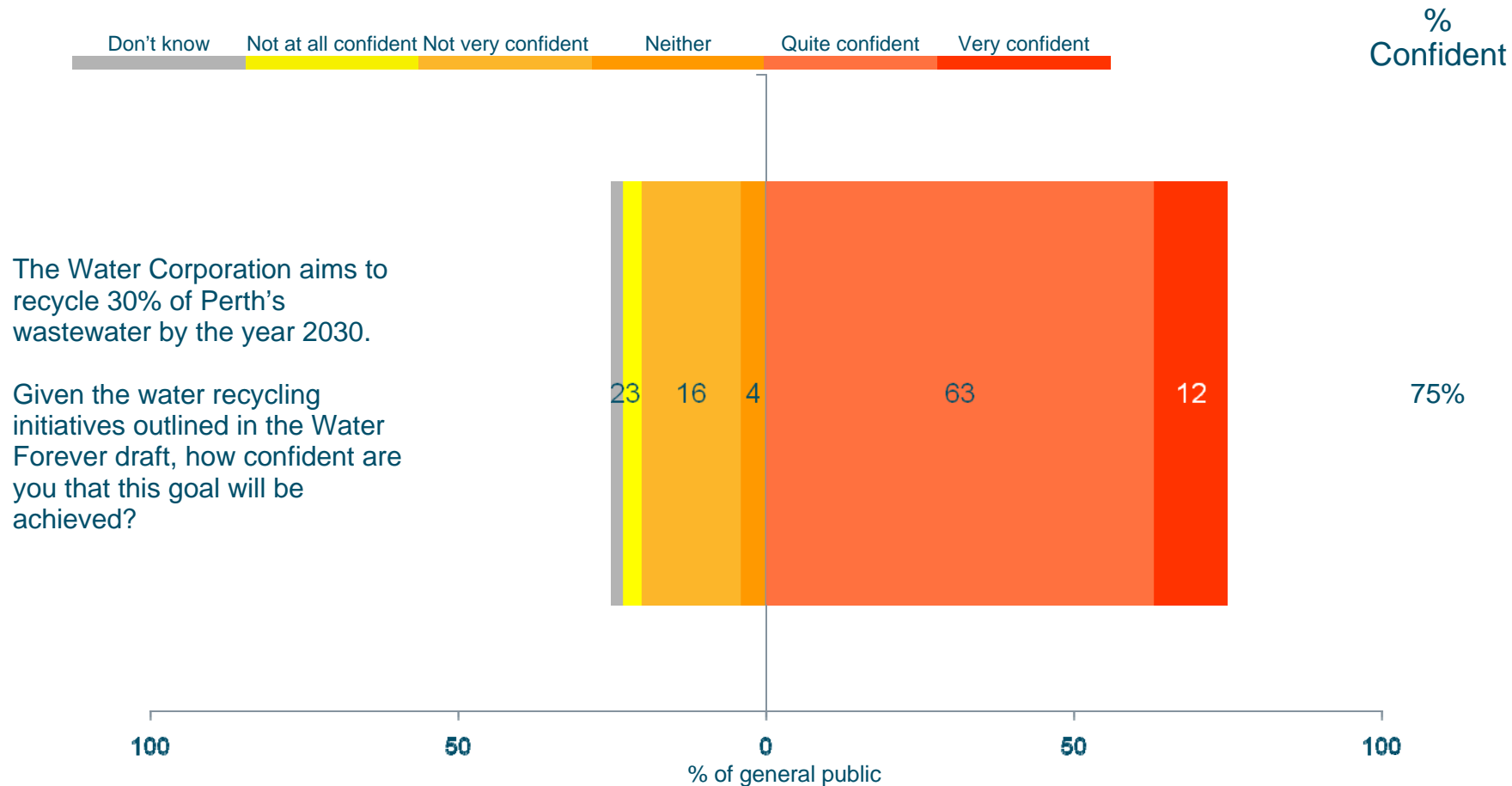
There is little community concern with initiatives aimed at increasing water recycling

Some question the value of evolving Wastewater Treatment Plants into recycling plants.



The community is confident water recycling targets can be achieved

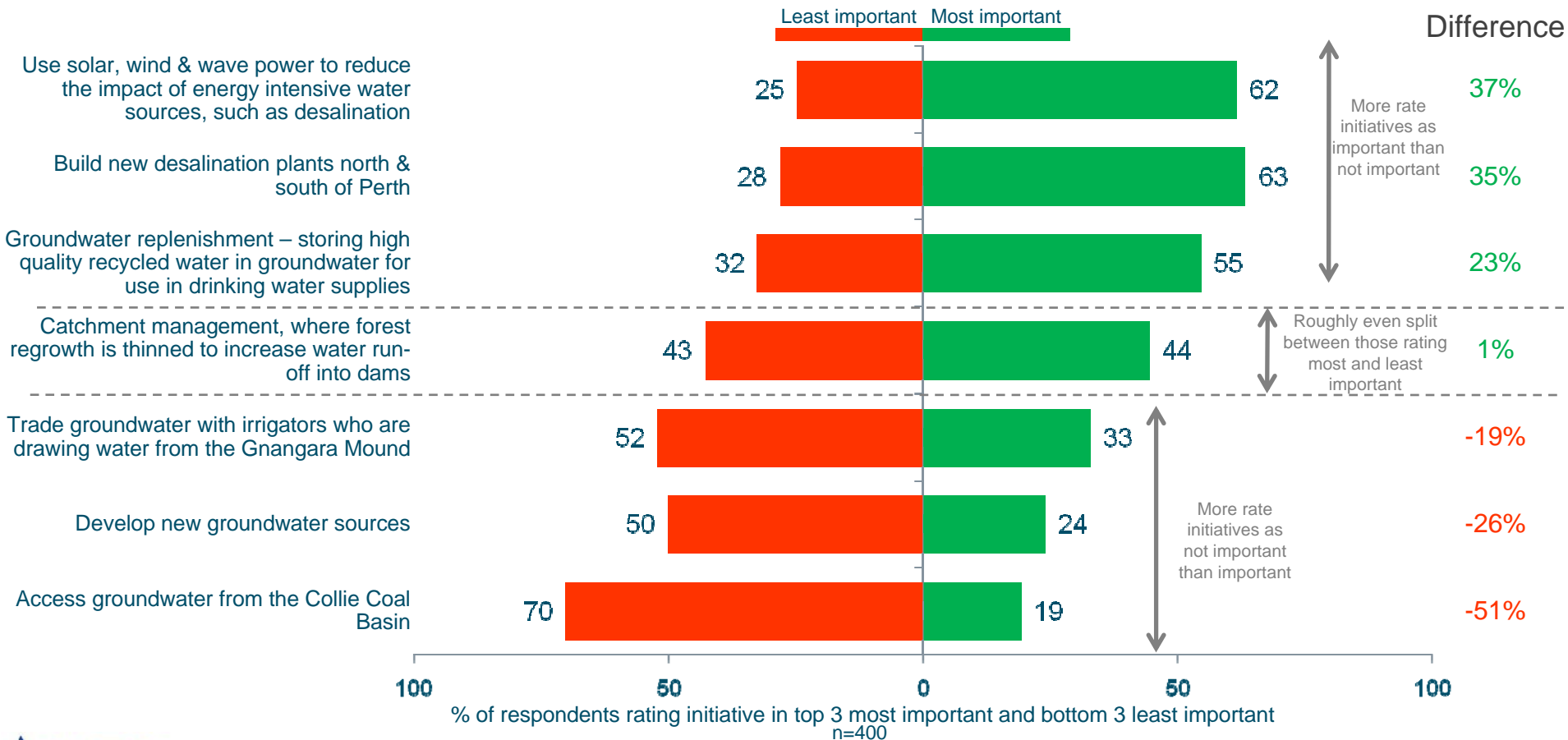
Again, the majority of the community are 'quite confident' as opposed to 'very confident' about goal achievement. Females and 18 to 34 year olds are more confident this goal will be achieved.



Reactions to developing new sources

Desalination (using renewable energy) and groundwater replenishment are considered the most important water source options

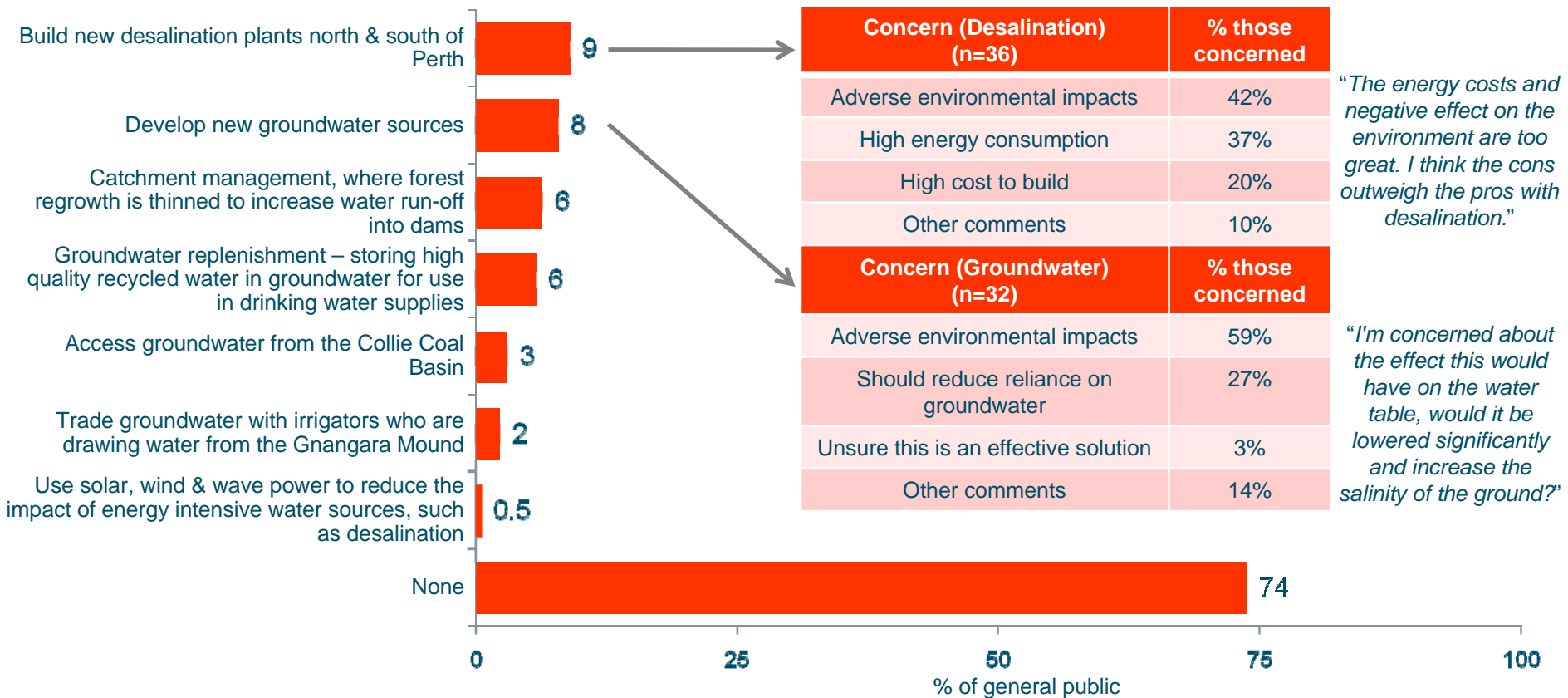
Positively, the community understands the future use of groundwater is limited and consider this source to be least important. Over 65 year olds are less likely to feel the use of alternative energy sources is most important when compared to 25 to 64 year olds.



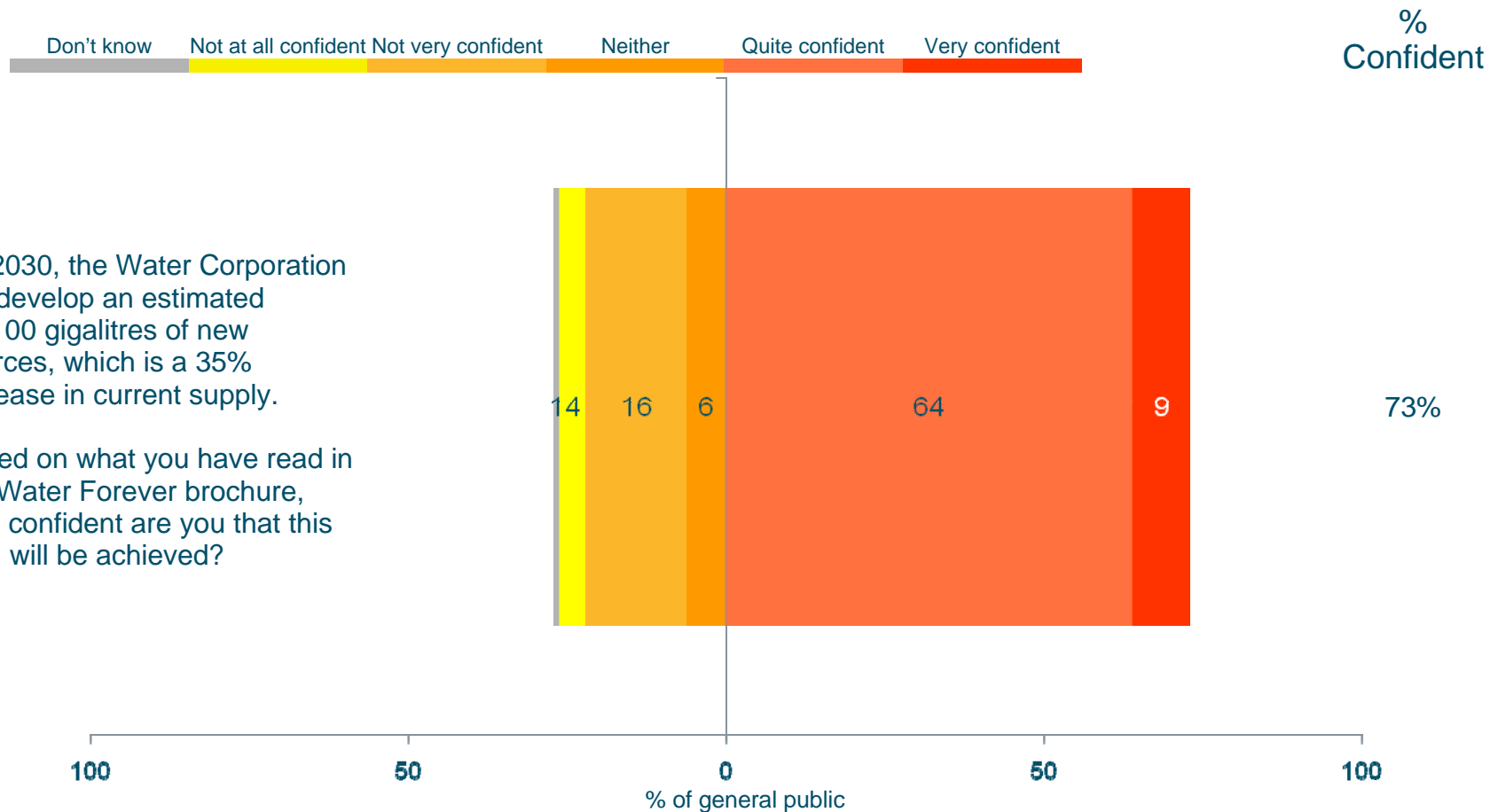
Q. Which of the following water source options are the most important to ensure Perth's water supply is climate resilient? Which are the least important to ensure Perth's water supply is climate resilient?

There is little concern with development of new water sources

Minor concern is shown for building a new desalination plant and developing new groundwater sources. 35 to 54 year olds are more concerned about developing new groundwater sources compared to over 55 year olds.



The community is confident the Water Corporation will increase the water supply by 35% by 2030



By 2030, the Water Corporation will develop an estimated 70-100 gigalitres of new sources, which is a 35% increase in current supply.

Based on what you have read in the Water Forever brochure, how confident are you that this goal will be achieved?

Knowing there is a range of water source options available increases confidence in Perth's water supply

